

History and Background of Maine's Statewide Initiative

HEAPP Organizational Summit

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Maine's Statewide Initiative: History and Background

Prior to 2000, there was virtually no state (federal) funding or OSA prevention staff time devoted to college substance abuse issues – focused solely on K-12

We've come a long way in 4 years...

Presidents' Signing Ceremony (1999)

- Organized by Raquel Boehmer of the BABLO Commission
- Presidents from Maine's IHE's invited to come and sign a pledge to take specific measures towards addressing the issue
- Overall sentiment from Presidents was that they felt under-equipped to take the steps necessary to uphold the pledge
- Made it clear that strategic planning, professional development, and leadership were essential

Maine's Underage Drinking Task Force (2000)

- Subcommittee focused on college alcohol issues
- Identified need for more attention and resources aimed at high-risk drinking behaviors and supply issues in campus communities
- Identified some key individuals from higher education who were interested in issue
- Developed recommendations

Underage Drinking Task Force: College Issues Subcommittee Recommendations

1. Develop a statewide infrastructure to facilitate efforts among Institutions of Higher Education (IHEs)
2. Engage the top level administration of individual IHEs, including trustees, presidents and their staff, in addressing alcohol use issues
3. Under the leadership of the administration, IHEs should adopt a comprehensive plan, allocate sufficient resources, and develop the necessary infrastructure to pursue Best Practices for both prevention and response to critical incidents
4. IHEs should have alcohol policies with clearly outlined consequences that are actively publicized and enforced consistently by all levels of staff and administration
5. IHEs should take action to limit the availability of alcohol and include on-campus guidelines for alcohol-related marketing and sponsorships in their alcohol policies

HEC's Environmental Management and Strategic Planning Training (March 2001)

- Five colleges attended with teams
- Responded enthusiastically to the HEC environmental approach and planning model
- Participants expressed concern that planning was in vain without continuing support for implementation
- Worked with OSA to seek grant funding to build coalitions on their campus to implement the environmental approach, with specific attention to enforcement and policy strategies

OJJDP Underage Drinking Discretionary Grant (*ends Dec. 2003*)

Grant funds used primarily to support the work of the subgrantees:

- Campus-Community Coalitions
- Half-time coordinator on each campus
- Policy development/revision and implementation
- Enforcement training and support
- Other environmental management strategies

Plus limited support for statewide initiative:

- Half-time statewide project coordinator
- Trainings on strategies and issues
- Materials/resources for statewide use
- HEAPP listserv

HEAPP Trainings

- Have averaged one training per quarter
- More than half of Maine's IHEs have participated in one or more of the trainings
- Attended by "teams" so that other members of campus/community get involved - not just AOD professional
- Have been free to all Maine IHEs (subsidized by grants)

Initial trainings were based on more general topics and were planning-focused such as:

- Repeat of HEC Environmental Management/ Strategic Planning Team Training
- Liquor laws and multi-jurisdictional enforcement

In the last 1-2 years trainings have been more content focused based on needs identified by HEAPP participants. Topics have included:

- Tactics for working with law enforcement to reduce off-campus drinking
- Judicial Affairs and Alcohol Policy (Peter Lake)
- BASICS- Brief Alcohol Screening (Dr. John Baer)
- Train-the-trainer model for Working with Local Landlords and Sober Party Hosting
- Campus Policy
- Media Advocacy

Model Drug Laws Summit (Dec. 2002) – recommendations by the higher education workgroup:

1. Continue and expand the statewide infrastructure to facilitate the efforts of institutions of higher education under the leadership of a permanently funded, full-time Statewide Coordinator in the Maine Office of Substance Abuse
2. Increase access to and awareness of all levels of alcohol and other drug intervention, treatment, and recovery support services for Maine's college and university students
3. Increase campus and community accountability for consistent enforcement and awareness of alcohol and other drug laws and policies
4. Increase beer and wine taxes with revenue dedicated to alcohol and other drug prevention, intervention, and treatment
5. Continue to utilize and implement the college/university recommendations outlined in the report of the Maine Underage Drinking Task Force, and expand it to include other drugs

U.S. Dept of Education: Maine's new grant to prevent high-risk drinking on college campuses

- Awarded summer 2003: almost \$400,000 (to be supplemented by OSA with about \$200K in additional underage drinking funds) over the next 2 years
- 9 partner schools – subgrantee coalitions receiving \$15K-25K per year
- Primary target is first year students, but through comprehensive environmental management plan
- Full-time state Project Coordinator
- Professional Evaluation
- Increased focus on expanding statewide initiative – this summit is the first step

3 “Phases” of SWI development

Phase 1: State supports local work to achieve local environmental change

Phase 2: State encourages networking across campuses who work together/support each other to achieve local environmental change

Phase 3: Collective action with goal of statewide environmental change

HEAPP Current Structure

- Becky Ireland – Project Coordinator, role is both to support subgrantees and to staff statewide initiative
- Becca Matusovich – grant oversight, general guidance & leadership, named “co-chair” for grant purposes
- Paul Dexter – Becky’s on-site supervisor, named “co-chair” for grant purposes
- Participants at multiple levels (fluid and informal):
 - Subgrant co-coordinators
 - Other coalition members from subgrantee campuses
 - Participants in training events
 - Those who use materials, stay in touch through listserv
 - Interested partners (MAPP, BABLO, Public Safety, etc)

Questions we'll come back to later

- Is it too late to change the name? If not, can anyone think of a better name than HEAPP?
- Is this structure working for you? Is it working for all the various types of participants?
- Even if you think this structure has worked for Phase 1 and 2, is it the best structure for moving into Phase 3?
- What benefits/challenges do you (& others from your institution) see in engaging in collective work to change environmental conditions statewide to reduce high-risk college drinking?
- Should we continue to try to engage schools who are not involved? If so, how?
- What/how much involvement do you want in determining the structure and direction of Maine's statewide initiative?

Key Contact Info

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To join the HEAPP listserv

Send an email to
heapp-request@lists.state.me.us
in the body of the message on the first line
put only the word *subscribe*
(be sure to delete any automatic signature
or confidentiality message)

If you received a test message yesterday
afternoon, you are already subscribed

More info on the web:

[www.state.me.us/bds/osa/
prevention/highered/index.htm](http://www.state.me.us/bds/osa/prevention/highered/index.htm)